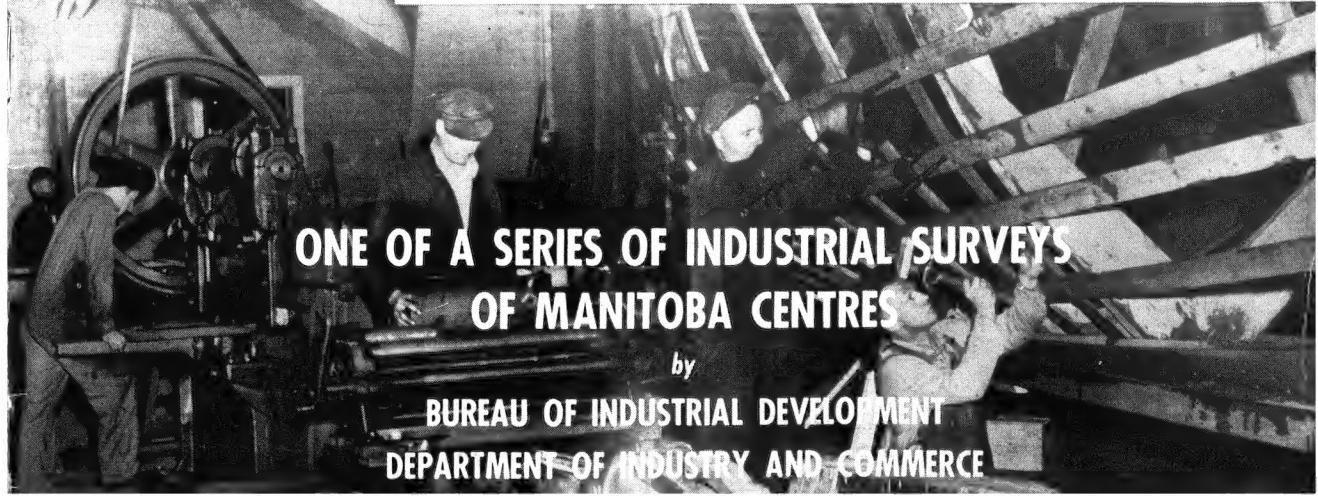
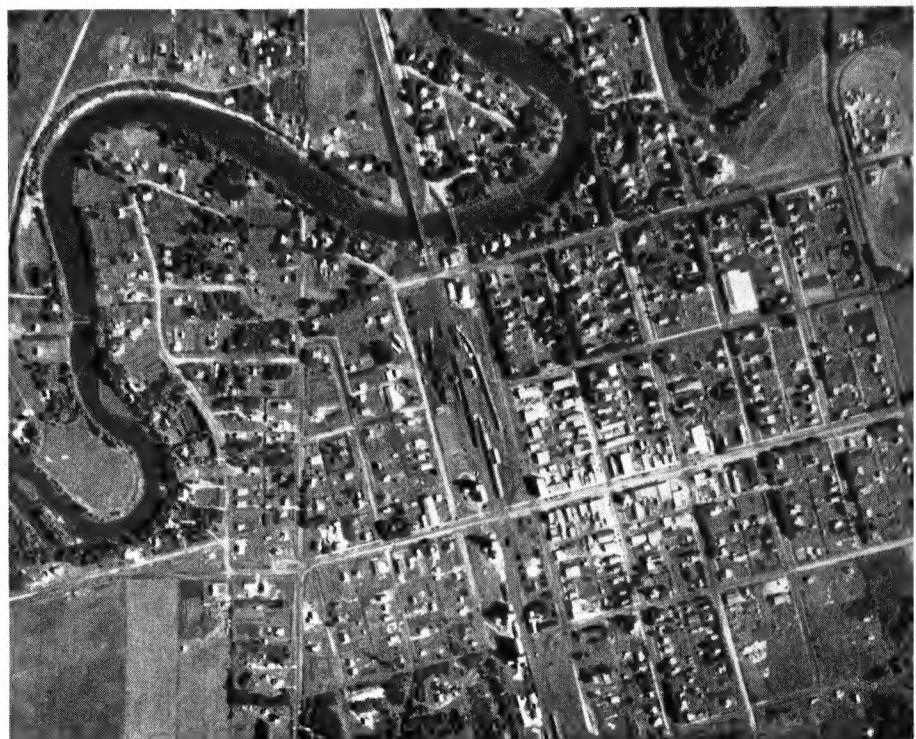




# Facts About Swan River







# *Facts About Swan River*

AN INDUSTRIAL SURVEY  
OF  
THE TOWN OF SWAN RIVER

*Prepared By*  
*The Bureau of Industrial Development*  
*DEPARTMENT OF INDUSTRY AND COMMERCE*  
*Province of Manitoba*

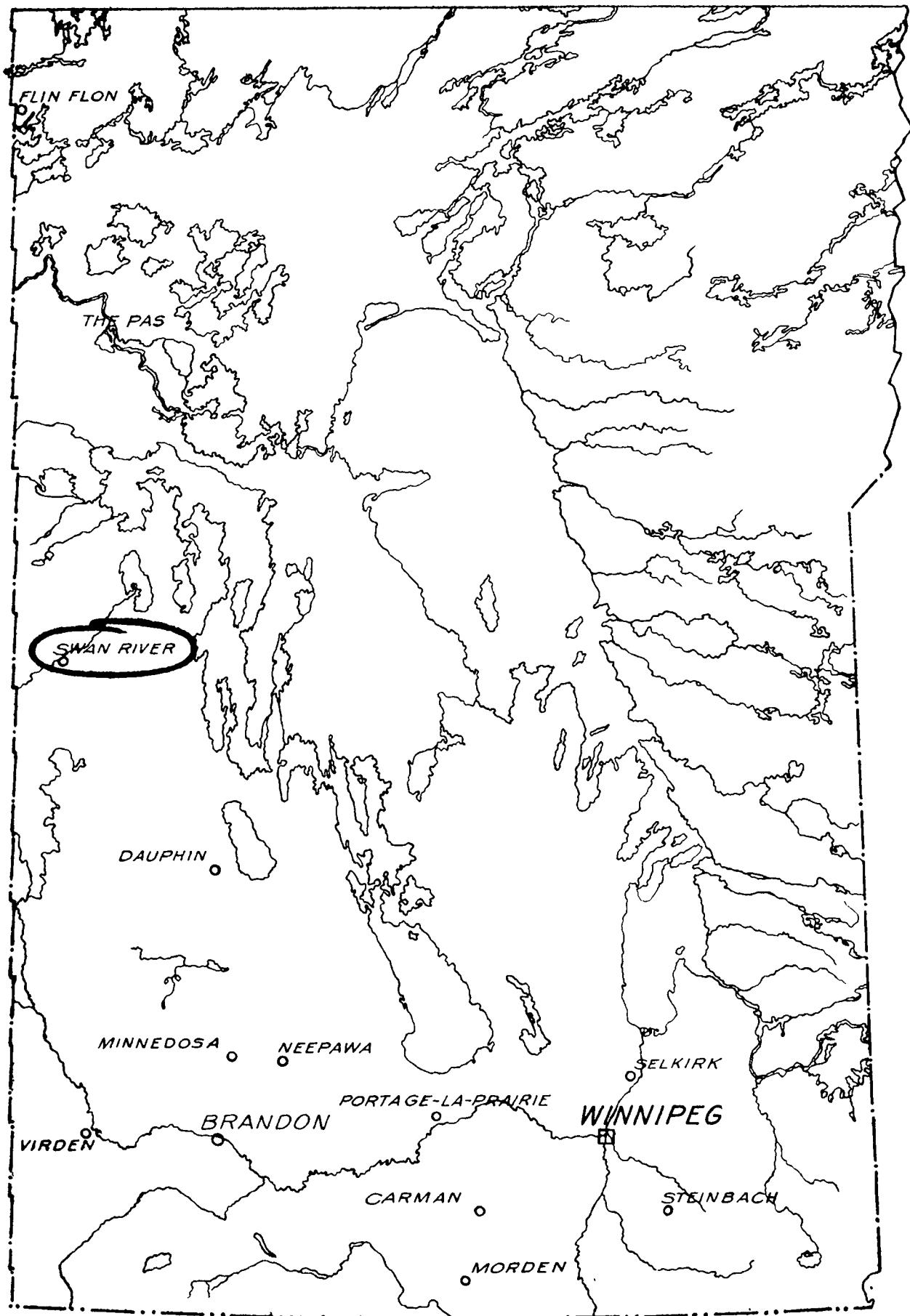
LEGISLATIVE BUILDING

WINNIPEG

HON. J. S. McDIARMID,  
*Minister*

R. E. GROSE,  
*Deputy Minister*

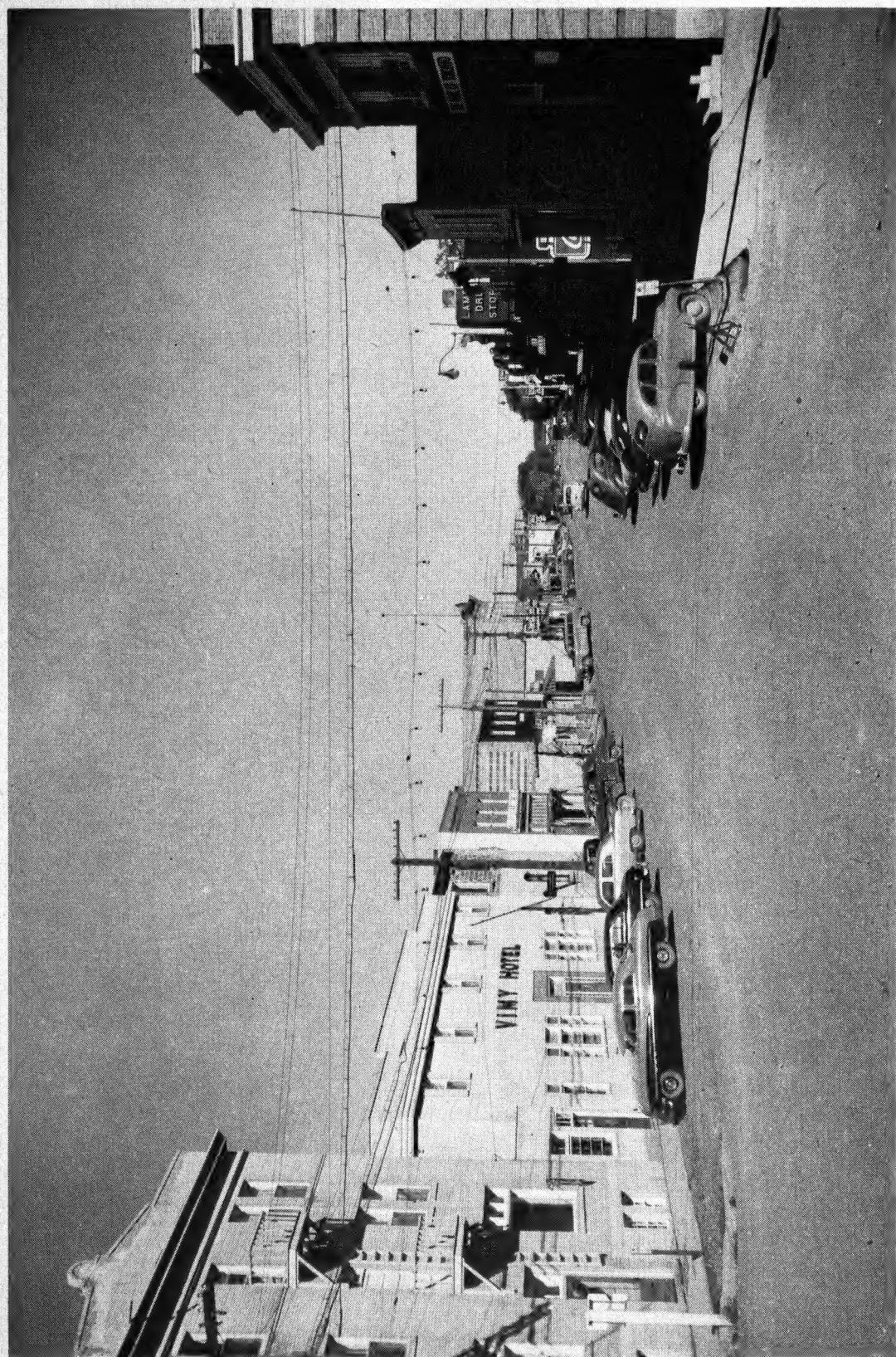
H. A. LUCKHURST  
*Asst. Director*



Southern Manitoba, showing principal centres.

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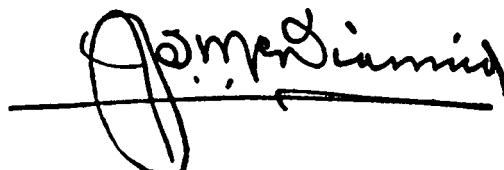
Swan River is the principal retail and wholesale center for the Swan River Valley. During the decade from 1941 to 1951 retail sales increased by 778 per cent.

## *Foreword*

*This booklet is for businessmen. It is one of a series of economic surveys published by the Department of Industry and Commerce designed to provide an inventory and analysis of physical and economic factors concerning incorporated cities and towns in the Province of Manitoba.*

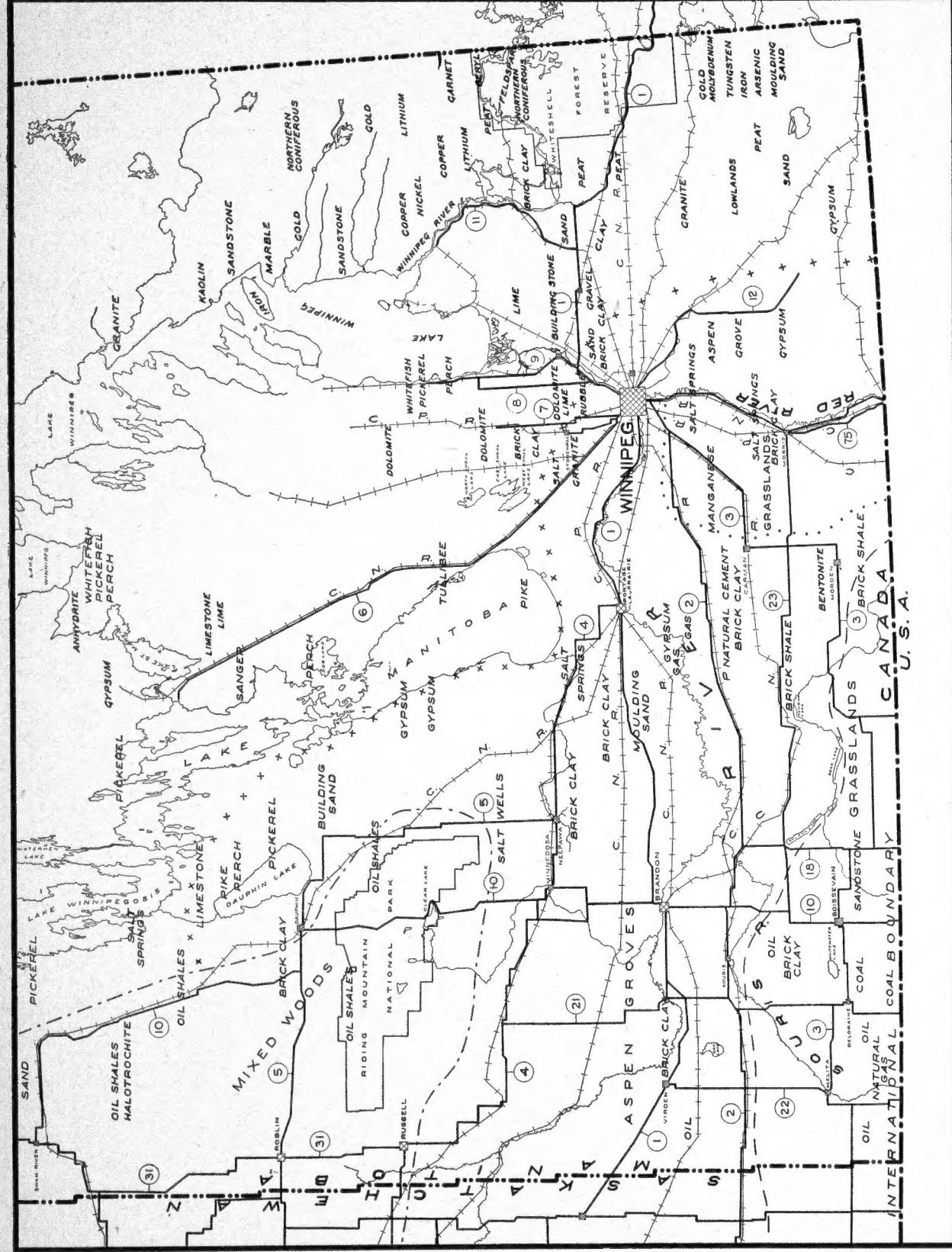
*Manitoba cities and towns offer great advantages for production. Labour is reliable and adaptable. Communications by rail, road and air provide convenient and efficient methods of distribution. Within recent years there has occurred a notable advance in the volume and variety of Manitoba industry. A large proportion of the new projects have sprung from local enterprise, and a large number have come from other parts of Canada, the United Kingdom, the United States, and Europe. A noteworthy feature of the new development in the years succeeding the Second World War was the fact that nearly one-third of all new factories commencing operations in the province were located in the rural communities of the province.*

*The Department of Industry and Commerce is pleased to make this publication available for use by businessmen and organizations interested in the opportunities for the expansion of manufacturing in this area.*



*James D. Manning*

*Minister of Industry and Commerce.*



Natural Resources of Southern Manitoba.

## *Origin and Background*

The town of Swan River, population 2,290, is situated on the banks of the Swan River, 322 miles northwest of Winnipeg and 200 miles north of Brandon. It is at the junction of Provincial Highways 10 and 31, approximately 16 miles east of the Saskatchewan Boundary.

In 1878 the Government of Canada chose the northern route through the Swan River Valley, in projecting its transcontinental railroad across Manitoba. The survey was completed and a telegraph line erected. However, a southern route was decided upon and for twenty years Swan River was only a name.

The prospective construction of the Canadian Northern Railway in 1898 gave the needed impetus to settlement. By 1899 pioneers began to rush in and the development of the town and valley was rapid. In 1905 the Thunder Hill extension of the Canadian Northern was put through, and in 1908 the town was incorporated.

Swan River is essentially a trading centre for much of the valley and its economy is dependent upon service to the agricultural population. This is supplemented by the employment provided by the Canadian National Railways and by forestry operations.

## *Natural Resources*

The natural resources of the Swan River Valley include a fertile soil and nearby forest reserves. In addition, there are some oil shales near Swan River and clays suitable for yellowware and stoneware pottery, terra cotta, face brick, fireproofing, sewer pipe and other similar lines. At the present time, the economy of the valley is founded upon agriculture with forestry taking a secondary position. Recently a company has been formed to develop the clay deposits in the area.

### *Soils\**

The farming district surrounding the town of Swan River is part of the smooth, highly productive plain which lies between the forested Duck Mountain to the south, and the forested Porcupine Mountain to the north. In former times this plain was covered by a bay of glacial Lake Agassiz, so that lacustrine and delta deposits of a varying range of textures were deposited over the inundated area. The plain falls to the northeast and, in the vicinity of the town of Swan River, its altitude is from 1,300 to 1,000 feet above sea level. The general smooth condition of the lacustrine plain is interrupted locally by smoothed outcrops of glacial drift, and by an occasional low beach ridge thrown up by wave action during successive stages of the lake's retreat. In direct relief, the plain is channeled with the more or less parallel valleys cut by the Woody, the Swan, and the Roaring rivers. These natural channels and their tributaries provide adequate drainage outlets.

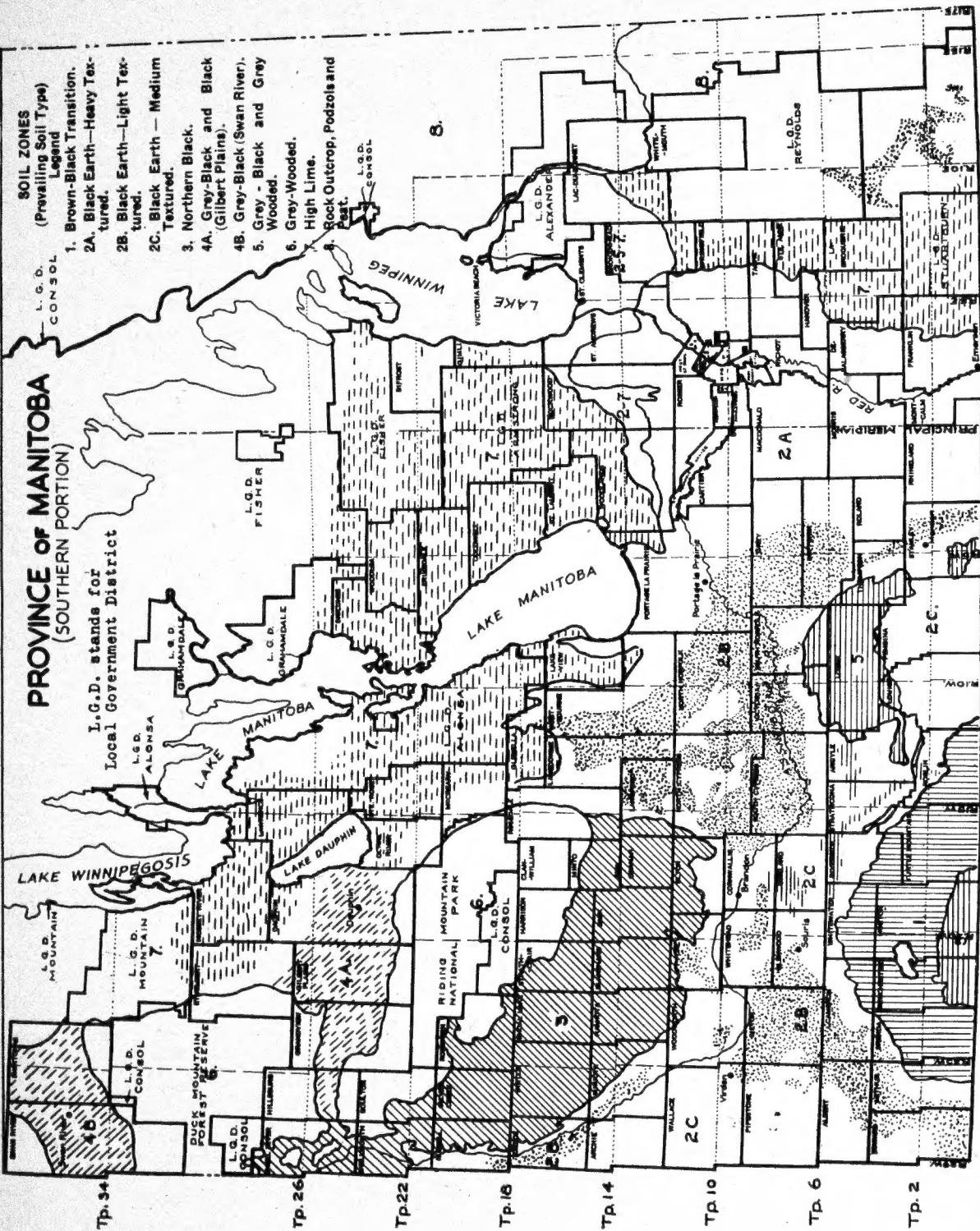
\* Prepared by J. H. Ellis, Professor of Soils, University of Manitoba.

# PROVINCE of MANITOBA (SOUTHERN PORTION)

L.G.D. stands for  
Local Government District

## SOIL ZONES (Prevailing Soil Type)

- Legend  
 1. Brown-Black Transition.  
 2A. Black Earth—Heavy Textured.  
 2B. Black Earth—Light Textured.  
 2C. Black Earth—Medium Textured.  
 3. Northern Black.  
 4A. Grey-Black and Black (Gilbert Plains).  
 4B. Grey-Black (Swan River).  
 5. Grey—Black and Grey Wooded.  
 6. Grey-Wooded.  
 7. High Lime.  
 8. Rock Outcrop, Podzols and  
 Peat.  
 9. L.G.D. Convol.



Soil zones in the Southern portion of Manitoba.

Originally the soils of the Swan River plain were developed under prairie and meadow grasses, but an obvious change in climate, prior to settlement, resulted in an invasion of the grassland by woods of poplar and spruce, and in the development of peaty meadows and shallow peats on the imperfectly-drained sites.

More recently, clearing and drainage since settlement have had a marked effect on the soils and on the appearance of the district. At the present time, black earth, grey-black and incipient grey-wooded soil types, (developed on textural deposits that range from sandy loam through loam, silt loam, and clay loam to clay), together with their local imperfectly drained soil associates, form a complex pattern throughout the district. Together these soils have a wide range of agricultural possibilities. The district as a whole is good to excellent for the production of wheat, oats, barley, rye and flax. It is better than average for the production of grasses and legumes for hay and pasture, alfalfa hay for alfalfa meal, grass and clovers for seeds, and potatoes, roots and vegetables for domestic use.

### *Agricultural Production*

There are 1,018 occupied farms in the municipality of Swan River according to the 1951 census. The area in farms is 229,024 acres, a decrease of 7.8 per cent over 1946. In contrast to the rest of Manitoba, there is a trend towards smaller rather than larger farms. This may be due to the settlement of a number of veterans in the district after the war. The land is suited to mixed farming and quarter section (160 acre) farms are more common than in most other parts of the province. The size of the average farm in Swan River is 224.9 acres compared with 338 acres for the province as a whole. Slightly over 61 per cent of the area in farms is improved land, indicating a more intensive use than is common in Manitoba generally, where 58.6 per cent of the farm land is improved.

Barley is the leading field crop, followed by wheat and oats. During the period from 1946 to 1951 there was only one year, 1949, in which a larger acreage of wheat than barley was sown and even in that year, a larger than average acreage was devoted to barley. Cultivated hay and rye are important secondary crops. The average acreages are barley, 42,000; wheat, 38,000 and oats, 24,000. They occupy 87 per cent of the acreage in field crops.

The following table shows the estimated farm cash income for the municipality of Swan River in 1951.

Crop	Total Estimated Farm Cash Income
Total Field Crops	\$1,137,500
Wheat	584,000
Oats	60,000
Barley	454,000
Rye	8,500
Flax	31,000
Total Livestock	\$1,653,000
Poultry Products	309,000
Dairy Products	253,000
Honey and Wax	8,800
Total	\$3,361,300

## Forestry

The best poplar and birch in accessible regions of the province are those on the northern slopes of the Duck Mountain Forest Reserve. The cutting zone recommended stretches from the village of Benito on the west side of the reserve, northward and east to the village of Sclater on the east side of the reserve. An estimate of the annual allowable cut, over and above that at present being taken out, is as follows:

Poplar: 7½ million board feet of lumber in trees over 12" in diameter at breast height, plus 22,000 cords in trees under 12" in diameter at breast height. Total approximately 50,000 cords.

Birch: In excess of 5,000 cords annually.

Jackpine: Between 5,000 and 10,000 cords annually.

The total for all three woods is 65,000 cords annually.

In addition the Porcupine Forest Reserve will give a present annual yield of 30,000 cords, half that of the Duck Mountain Reserve. This region is a developing region of younger timber and will not reach its maximum production for 30 years.

The merchantable timber in the district of Mountain, which includes both forest reserves, is 8,036,000 cords of hardwood and 2,226,000 cords of coniferous. The district contains 6,310 square miles of land and nearly 1/3 is in the two forest reserves.

## Climate

The climate of southern Manitoba is subject to the extremes of temperature characteristic of mid-continental areas. Temperature and precipitation are largely determined by the air masses moving from the Pacific or Arctic Oceans in an easterly direction across western Canada, and to a lesser extent by air masses moving north from the Gulf of Mexico.

The maximum and minimum temperatures at Swan River for January are 5°F. and -17°F. and for July 78°F. and 49°F. The mean temperatures for January and July are -6°F. and 64°F. Average annual precipitation is 17.92 inches—8.17 inches falls during the growing season. The length of time between early and late frosts at a frost point of 29.5°F. is 125 days.

# *Transportation*

## *Railway*

Swan River is a divisional point on the Winnipeg to Prince Albert line of the Canadian National Railways. Freight and passenger service is on a thrice weekly basis.

Distributing class rates apply on most goods sent from Winnipeg to Swan River, while standard mileage rates are charged on the majority of goods originating in Swan River. The latter are slightly higher than the former due to the fact that Winnipeg is a distributing centre. There are, however, special commodity rates, established on some items which reduce the freight charges. The following table lists the distributing class rates from Winnipeg to Swan River and the Standard Mileage rates from Swan River to Winnipeg, as of January 1st, 1953.

Distributing Class Rates		Standard Mileage Class Rates	
Winnipeg to Swan River		Swan River to Winnipeg	
Cents per 100 lbs.		Cents per 100 lbs.	
1st Class	197	1st Class	232
2nd Class	166	2nd Class	194
3rd Class	132	3rd Class	153
4th Class	98	4th Class	116
5th Class	87	5th Class	105
6th Class	72	6th Class	87
7th Class	55	7th Class	64
8th Class	60	8th Class	68
9th Class	Special rate on livestock	9th Class	87
10th Class	45	10th Class	53

## *Highway*

Provincial Highways No. 10 and 31 are gravel surfaced and offer all weather access to Swan River from the north, southeast and southwest. A network of secondary gravel roads, criss crossing the Swan River Valley, feeds traffic to the principal highways.

The Manitoba Motor Transit Limited offers daily bus service to Swan River. Highway freight service is provided by Mitchell Brothers and the Tibble Transfer. The rates and freight classification for trucks are under the control of the Municipal and Public Utility Board.

The following is the rate schedule between Winnipeg and Swan River. Rates are quoted in cents per 100 lbs.

1st Class	137	3rd Class	91
2nd Class	114	4th Class	68



The town of Swan River is a divisional point on the Winnipeg to Prince Albert line of the Canadian National Railway. The fact that elevator capacity has recently been increased by 144,000 bushels is an indication of the town's growing importance as a distributing and shipping centre.

## Communications

Telephone service in Swan River is provided by the Manitoba Telephone System, a provincial crown corporation. At the conclusion of the year 1951, there were 436 local and 866 rural services in operation. During the year, 37 local and 49 rural services were installed. The exchange is of the common battery type.

The Swan River Star and Times, published each Thursday, has a declared circulation of 980. Winnipeg newspapers, The Free Press and Tribune, are available on Monday, Wednesday and Friday. In addition, a wide variety of other newspapers, weeklies, farm papers and foreign language papers enter the district.

According to Elliott Haynes Limited, a radio advertising research organization, there are 1,500 radio homes in Swan River. The stations most frequently listened to and the percentage of listeners are: CBK, Watrous, 34%; CKRC, Winnipeg, 19%; CJGX, Yorkton, 23%; CBW, Winnipeg, 11%; CKCK, Regina, 7%; CHAB, Moose Jaw, 3%; Others, 3%. Both CBK and CBW are regional links in the Canadian Broadcasting Corporation's network. The others are privately owned.

Swan River is within 60 hours postal service of all major North American centers and 84 hours of the United Kingdom. Telegraph service is provided by Canadian National Telegraphs, a wholly owned subsidiary of the railway.

## Power

Nearly all the settled portion of Manitoba is provided with hydro electric energy by the Manitoba Power Commission. On November 2nd, 1952 a single circuit transmission line from Dauphin to Swan River was put into service. In 1953 a circuit to Roblin and Benito will be constructed providing a double circuit.

The electric power distribution by the Commission is generated on the Winnipeg River. The equalized power rates now in effect over the entire system are as follows:

Power Rate—for motor load of 2 h.p. and over:

First 30 hours use of 80% of total connected load or monthly established demand in k.v.a. at 5c per k.w.h.

Next 30 hours use of 80% of total connected load or monthly established demand in k.v.a. at 3½c per k.w.h.

Balance of energy used the same month at 1c per k.w.h.

10% Prompt Payment Discount.

Minimum Monthly Bill—\$1.50 per k.v.a. of 80% of total connected load or monthly established demand in k.v.a., provided, however, the demand for billing purposes shall in no event be less than 25% of the highest established demand in the previous twelve months.

### Wholesale Discounts—

On the first \$200 gross bill each month . . . . .	No Wholesale Discount
On the third \$100 gross bill each month . . . . .	10% Wholesale Discount
On the fourth \$100 gross bill each month . . . . .	20% Wholesale Discount
On the fifth \$100 gross bill each month . . . . .	30% Wholesale Discount
On all that portion of gross bill in excess of \$500 the same month . . . . .	40% Wholesale Discount



The town has outgrown the facilities of the old post office and a new building has been erected at a cost of \$175,000.

#### *Commercial Rate—*

For lighting service for loads with a demand not in excess of 20 k.v.a. with larger loads subject to review.

First 100 k.w.h. used each month at . . . . .	6c per k.w.h.
Next 200 k.w.h. used same month at . . . . .	3c per k.w.h.
Balance of energy used same month at . . . . .	2c per k.w.h.
10% Prompt Payment Discount.	
Minimum Net Monthly Bill—\$1.00.	

#### *Sites*

Following the revision of the town limits in 1951, a block consisting of twenty-six lots 50 x 100 feet and 3 acres which have not yet been surveyed, has been designated as an industrial area. The land is a level sandy loam with a clay subsoil.

From the map on page 26 it will be seen that the area lies between Highway 31 and the Canadian National Railways trackage. It is some distance from the river and there is no danger of flooding. Provision has been made to build spur trackage.

To date, only two lots have been sold at \$300, and \$350 for one on a corner. The occupants of the area will be assessed for their share of the spur when it is needed. In addition to the area described above, privately owned land to the south of this area would be available.

#### *Water*

Swan River depends upon public and private wells for its water supply. Water from the shallower wells is quite hard. However, a limited flow of soft water may be obtained from wells 200 or more feet in depth. Cisterns, to catch rain water, are common in many homes.

During the past two years the council has been promoting a water and sewage system which would serve the main parts of the town. The proposed scheme calls for water to be obtained from wells about one mile south of the town where tests have shown that a suitable supply exists. Water would first be pumped into a 200,000 gallon reservoir and then pumped, under pressure, into the mains. A water softening and chlorinating process would be used. The sewage disposal plant would be located northwest of the town. A by-law for \$475,000 has been approved by 85 per cent of the ratepayers casting ballots.

## *Fuel*

Within the provinces of Alberta and, to a lesser extent, Saskatchewan, lie several of the major coal-producing areas of Canada. Of the Alberta output, more than one-half is bituminous and the remainder is sub-bituminous. The former are primarily used for steam raising and the latter for domestic heating. Saskatchewan's output is lignite. It is mined in the southern part of the province, mainly in the vicinity of Estevan.

As a domestic fuel, wood is of considerable importance in Manitoba, particularly outside the City of Winnipeg. The importance of fuel oil for domestic and industrial use has increased considerably since the opening up of oil fields in Alberta and the construction of the Interprovincial Pipeline.

In Swan River, the principal fuels are coal and wood. Fuel oil ranks third in the number of users. Coal is imported from the Souris, Sinclair and Drumheller mines and is distributed by five local dealers.

## *Population*

In 1951 the population of the municipality of Swan River was 4,605, consisting of 2,483 male and 2,122 female. The town of Swan River had a total population of 2,290, almost evenly divided as to sex, there being 1,143 male and 1,147 female.

For the period from 1926 to 1952, census statistics show that the population of the municipality increased to a maximum of 5,713 in 1936 and has been declining by regular increments since that year. On the other hand, the population of the town of Swan River was stabilized throughout the interval from 1926 to 1946, increasing from 900 to 1,175 during those years. However, within the five year interval from 1946 to 1951, the population nearly doubled, rising from 1,175 to 2,290.

The census of 1951 shows that 59 per cent of the population of the municipality is in the age group 14-65, while 34 per cent are under 14 years of age and the remaining 7 per cent over 65. There were fewer children in the town of Swan River and a greater percentage in the other age groups, than in the rural sections of the municipality. In the town, children under 14 accounted for 26 per cent of the total; 65 per cent were adults between the ages of 14 and 65; and 9 per cent were over 65.



Swan River is renowned among fishermen, deer hunters and duck hunters for the quality of the sport to be found in the district. Cabins help to accommodate sportsmen and tourists.

The population by racial origin, in the municipalities of Swan River and Minitonas, is as follows: British Isles, 47.7%; Ukrainian, 12.8%; German, 10.5%; French, 7.4%; Others, 21.6%.

## Labour

It is estimated that there are 1,500 between the ages of 14 and 65 in the town of Swan River, evenly divided as to sex. In the rural section of the municipality, there are an estimated 1,490 male and 1,270 female in this age group.

The following table was compiled from the Rural Directory issued by the Post Office in February, 1952. It shows the occupations of householders and boarders.

Clerks.....	12
Farmers.....	199
Professional.....	10
Proprietors.....	51
Railway Employees.....	36
Retired and Independent.....	57
Skilled Workers.....	45
Semi-skilled Workers.....	24
Unskilled Workers.....	60
Women.....	23
Other.....	60
 Total.....	 577

In addition to the number of women employees shown, several times this figure work in family businesses. The Canadian National Railways is the largest single employer in the town. Wage rates for unskilled labour are currently 85 cents an hour.



Many attractive homes are to be found on this residential street bordering the Swan River.



A fairway on Swan River's attractive nine hole golf course.

### *Legislation Affecting Labour*

All wages, with certain exceptions in agricultural and domestic service occupations, are subject to the Minimum Wage Act of Manitoba. This Act stipulates the minimum below which wages must not go. Present wage rates (minimum) are 48 cents an hour for experienced male workers under 18 and 60 cents for those 18 and over. Experienced female workers in urban areas have a minimum rate of 48 cents per hour for those under 18 and 55 cents an hour for those 18 and over. In rural areas the rates are 45 cents and 52 cents an hour. In accordance with the Manitoba Fair Wage Act, two Fair Wage Boards are active in the Province, governing the construction and hairdressers industries respectively. These Boards establish minimum Fair Wage rates and maximum hours for the different groups. Under the Manitoba Vacations With Pay Act, all employees who complete a year's service are entitled to not less than one week's annual vacation with pay and two weeks with pay is mandatory following the completion of three years continuous service. The Labour Relations Act provides for a Labour Relations Board to promote equitable relations between employers and employees and to facilitate the just settlement of disputes. The Board is composed of a chairman, three members representing management and three representing labour. Subject to certain provisions warranted by special circumstances, the Hours and Conditions of Work Act, administered by this Board,

specifies an eight-hour day, a forty-eight hour work week for male employees, a forty-hour week for female employees, overtime rates of time and a half, the observance of statutory holidays, and notice on termination of employment. The Workmen's Compensation Act established a provincial accident fund from which compensation is paid to disabled workers and to dependents of workers killed in the course of employment. Employers pay into the fund and are insured against liability for employees' accidents. The Manitoba Factories Act sets forth detailed regulations for safety, health and welfare of workers and for the systematic inspection of plants.

## Markets

The results of the 1951 census show the municipalities of Minitonas and Swan River with a total population of 7,531 made up of 4,080 male and 3,451 female. The town of Swan River has a population of 2,290 of which 1,143 are male and 1,147 female. These statistics show a total of 9,821 in Swan River and the rural areas of the municipalities.

The following table defines the trading area, served from Swan River by various businesses. It has been prepared through the courtesy of the Swan River Chamber of Commerce.

By comparing the table with a road map, it will be apparent that the trading area, served from Swan River, is roughly triangular in shape, with the apex at Mafeking and the bases at Pelly to the southwest and Pine River to the southeast.

Location of the Farthest Regular Customer

<i>Business</i>	<i>North</i>	<i>Southeast</i>	<i>Southwest</i>
Drug Store . . . . .	Overflowing River . . . . .	Cowan . . . . .	Arran . . . . .
Dry Cleaning . . . . .	Mafeking . . . . .	Cowan . . . . .	Kelvington . . . . .
General Store . . . . .	Overflowing River . . . . .	Renwer . . . . .	Durban . . . . .
Grocery . . . . .	Birch River . . . . .	Renwer . . . . .	Durban . . . . .
Hairdresser . . . . .	Dawson Bay . . . . .	Pine River . . . . .	Pelly . . . . .
Hardware . . . . .	Mafeking . . . . .	Cowan . . . . .	Durban . . . . .
Implement . . . . .	Birch River . . . . .	Renwer . . . . .	Durban . . . . .
Ladies' Wear . . . . .	Mafeking . . . . .	Renwer . . . . .	Benito . . . . .
Men's Wear . . . . .	Mafeking . . . . .	Renwer . . . . .	Durban . . . . .
Photographer . . . . .	Dawson Bay . . . . .	Pine River . . . . .	Pelly . . . . .
Plumber . . . . .	Mafeking . . . . .	Cowan . . . . .	Pelly . . . . .
Shoemaker . . . . .	Mafeking . . . . .	Cowan . . . . .	Norquay . . . . .

The population of the trading area thus defined is 13,000. During 1951 the per capita income for Census Division 15, which includes Swan River, was \$849. On this basis the income of the trading area was \$12,735,000 while for the town proper it was \$1,944,000.

With the co-operation of merchants in Swan River, a special survey was made of the gross receipts from retail stores and services for the years 1950 and 1951. The fact that \$6,282,351 was spent in Swan River during 1951 shows the importance of the town as a trading centre. This represents 49.3 per cent of the income of residents of the trading area.

The following table is based on the results of the special survey. It shows the gross receipts of stores and services in Swan River for 1950 and 1951. The classifications correspond to the list of businesses following the table.

Business Classification	Total Receipts	
	1950	1951
Bulk Fuel	\$ 562,700	\$ 655,305
Garage and Service Station	1,619,588	2,041,315
General Store	479,811	563,960
Implement Dealer	569,200	874,097
Other	1,973,512	2,147,674
<b>Total</b>	<b>\$5,204,811</b>	<b>\$6,282,351</b>

The following services and industries are required in Swan River according to local opinion: abattoir, bottling plant, seed grading and cleaning, steam laundry, wholesale auto parts, feed mill, garment factory, painters and decorators, millinery shop, music teacher, and candy factory.

### *Service Industries in Swan River*

The following is a list of the services in Swan River, arranged alphabetically according to the classifications of the preceding table of total business receipts.

#### *Bulk Fuel*

British American Oil Co. Ltd.  
Imperial Oil Ltd.  
McColl-Frontenac Oil Co. Ltd.  
North Star Oil Limited

#### *Garage and Service Stations*

Band D. Motors  
Band H Motor Sales and Service  
Benson Motors  
Clemmensen Motors  
Halliday, T. C. (taxi)  
McKenna's Service Station  
Metcalfe Motors  
Valley Auto Service  
Watta Motors

#### *General Store*

Bilowus Brothers  
Byron's Grocery  
Eli Cox and Sons

#### *Gienow's Store*

McKay, P. and Sons  
Swan River Valley Consumers  
Co-operative Ltd. (Garage)

#### *Implement Dealer*

Johansen, D.  
Paddock Motors (Garage)  
Rourke, J. G.  
Scalfe, G. E.  
Werbecki Farm Equipment

#### *Other*

Barnard, E. L. & Son (Jeweller)  
Beaver Lumber and Fuel Co. Ltd.  
\*Berry's Electric  
Boyachek, E. (Shoemaker)  
Brandage, A. L. (Jeweller)  
C. V. Cafe  
Cameron, C. W. (Billiards)  
\*Crescent Theatre

*Davidson Transfer	Powell Equipment Co. Ltd. (Implements, Contractor's Equipment)
Dona's Beauty Salon	Proskurniak, M. (Photographer)
Fred's Sporting Goods	Riddell, R. S. (Plumbing and Tinsmith)
*Gillam, W. and Sons (Trucking)	*Rooks, J. W. (Draying)
Gustafson, T. (Welding)	*Searle Grain Co. Ltd. (Elevator)
Hickman Electric	Sigardson, F. (Grocery)
Hinchliffe, E. L. (Dry Goods)	Snack Shop
Hrechka's Cafe	Stevenson & Currie (Furniture)
Ideal Clothing Store	Swan Bakery
Izon's Men's Wear	Swan River Butcher Shop
Johnson, O. (Body Shop)	Swan River Cold Storage
Lamb's Drug Store	*Swan River Co-op Hatchery Ltd.
*Lambert Parts Depot (Auto Parts, Wholesale)	Swan River Hotel
*Lucas, J. J. (General Contractor)	Swan River Laundry
*MacDonald's Consolidated Ltd. (Wholesale Fruit)	*Swan River Star and Times
Macleod's Ltd. (Hardware)	Taylor and Affleck (Hardware)
*Manitoba Pool Elevator	*Tribble, F. (Trucking)
*Marlatt Taxi	Valley Coffee Shop
McDonald's Shoes	Valley Electric Co. (Electrical Contractor)
*Mel's Delivery (Transfer)	Valley Meat Market
*Mitchell Brothers (Trucking)	Valley Plumbing and Heating
Monarch Lumber Co. Ltd.	Valley Style Center
*National Grain Co. Ltd. (Elevator)	Valley Water and Ice
Northern Dry Cleaners	Vimy Hotel
Nowak, E. (Blacksmith)	Wesner, A. (Ladies' Wear)
Paul, E. V. (Mortician)	Williamson's Drug Store
Paul's Hardware	Winnipeg Cafe
*Pioneer Grain Co. Ltd. (Elevator)	



## Financial Services

The Bank of Toronto maintains a branch in Swan River. The principal banking services are savings accounts, safety deposit boxes, chequing accounts and short term loans. Interest rates vary from four to six per cent, the legal maximum. It is estimated that a population of 6,000 use the banking facilities in Swan River.

Insurance service is provided by six agents. There are three real estate agencies, two accountants and two lawyers in the town.

There are three credit unions in the Swan River Valley, at Durban, East Minitonas and Crestview. The latter is the closest to Swan River, only eight miles distant. The membership is 112.

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\*Not included in the statistics on gross receipts of retail stores and services.

## *Manufacturing and Processing*

There are seven manufacturing and processing establishments in Swan River. In 1949, the latest year for which statistics are available, a total of \$42,498 in salaries and wages was paid to 31 employees. This represents an average wage of \$1,371 per employee compared to a provincial average of \$2,051. The lower rate reflects, to a certain extent, the greater proportion of part-time workers in Swan River than in the province as a whole.

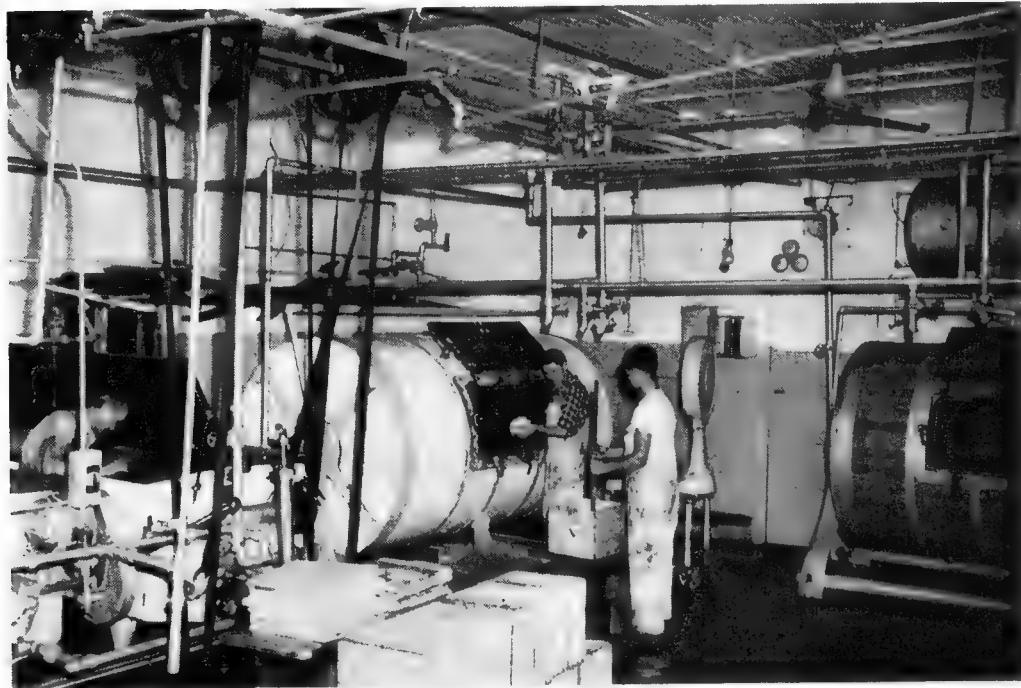
The costs of materials and fuel and electricity were \$496,161 and \$9,107 respectively. The gross value of production was \$647,867 or \$20,898 per employee. This compares with a gross value of production per employee of \$11,313 for the province. These statistics show that the productivity of labour in Swan River is high, exceeding the provincial average by 85 per cent. This high productivity is unusual in view of the fact that the gross value of production per establishment was only \$80,983 compared with \$312,290 for Manitoba.

The natural market for Manitoba industry is the three Prairie Provinces of Manitoba, Saskatchewan and Alberta. Retail sales were \$666,701,000 in Manitoba and \$2,114,356,000 in the three Prairie Provinces in 1951.

### *Products Manufactured and Processed*

The list of manufacturers at the end of this section shows that woodworking is particularly important in Swan River. For the most part the woodworking establishments use lumber produced in the district and sell their products on the local market.

**Mixed farming is important in the Swan River Valley. Creamery butter, made in this modern plant, is shipped to Winnipeg for sale.**



Swan River is in an important mixed agricultural district and the production of creamery butter and milk pasteurization is important. The bulk of the butter produced is creamery butter, and milk pasteurization, is important. The bulk of the butter produced is shipped to Winnipeg while the pasteurized milk is retailed in Swan River. The creamery won first prize for butter at the 1950 Brandon Fair.

Proposed new industries include the manufacture of face brick and poplar plywood. The basic raw material for bricks is an unlimited supply of non-calcerous clay which will later be used for the manufacture of hollow tile, sewer pipe and terra cotta domestic fire brick.

The production of poplar plywood is based upon the substantial stands of mature poplar to be found in the district.

### *Manufacturing Establishments in Swan River*

Crescent Creamery Co. Ltd.	Butter, milk.
Manitoba Dairy and Poultry Co-operative	Eggs, dressed poultry.
Polson's Woodworking Shop	Cabinets, signs, sash and door.
*Swan River Clay Products Ltd.	Face brick.
Swan River Cold Storage Co.	Meat processing.
Swan River Cabinet Works	Cabinets, custom woodwork.
Swan River Trailer and Cabinet Works	Trailers, truck boxes.
*Swan River Plywood Co.	Poplar Plywood.

\*Not in production at the time of publication.

**This modern school, opened in 1950, is helping to ease the shortage of space caused by a doubling of the population in only five years.**



## *Social Supplements*

Educational facilities consist of one public school and one public high school and collegiate. General instruction, up to and including Senior Matriculation, is given to 550 pupils by a staff of 18 teachers. In addition, commercial stenographic courses are available.

One of the schools was built in 1950 at a cost of \$75,000. It was designed to have six rooms and to include facilities for home economics instruction as well as an auditorium. However, due to the shortage of space it is being used as a nine room school. Provision was made in the original design for the addition of a further six rooms.

A thirty-bed hospital, costing \$180,000, was opened May 25th, 1950. It is staffed by seven graduate nurses, three practical nurses, one student nurse, two ward helpers and eleven others. During 1951 there were four doctors in attendance.

Facilities include private and semi-private rooms as well as public wards. Operating room and diagnostic X-ray facilities are available. During the year 529 male and 903 female patients spent a total of 8,063 days in the hospital and 373 outpatients were treated. Hospital records show that 124 male and 130 female infants were born during 1951. In addition to the hospital there is a health unit staffed by one doctor and three nurses who are responsible for public health in the Swan River District.

There are nine churches in Swan River. Denominations and creeds include: Anglican, Baptist, Evangelical Christians, German Baptist, Ukrainian Baptist, Lutheran, Pentecostal, Roman Catholic and United.

Service organizations include the Chamber of Commerce, The Board of Trade and the Rotary, all of which take an active part in community affairs.

The Women's Institute operate a 300 volume library in the town hall on a one-day a week basis.

Recreational facilities in the town itself include: baseball, bowling, curling, a dance hall, a nine hole golf course, a swimming pool, a skating rink and three motion picture theatres. Field sports such as fishing, deer hunting and duck shooting in the country surrounding the Swan River Valley, are popular among residents and tourists. Annual events include an Agricultural Fair, a Sports Day and a Curling Bonspiel.

## *Municipal Affairs*

In Manitoba, Municipal, School District and Hospital District borrowings are under the supervision of the Municipal and Public Utility Board and they form the uncontrollable portion of the municipal levy. The controllable portion of the levy consists principally of public works, fire and police protection, social services and administration charges.



This joint civic building contains offices for the town and the Rural Municipality of Swan River, a council chamber, a five room suite, restrooms, gaol and police office.

The following table shows the assessment and levy for the years 1951 and 1952:  
*Tax Levy and Allocation*

	1951	1952
<b>Assessment</b>		
Land .....	\$ 1,070,080	\$ 1,775,000
Business .....	95,060	110,710
Mill Rates .....	63 mills	53 mills
Business Rates—7%		
<b>Levy—Uncontrollable</b>		
Swan River School .....	\$ 31,865.00	\$ 41,709.00
Municipal Commissioner's Levy .....	1,412.50	1,422.56
Local Health Units .....	459.47	955.35
Local Hospital District .....	3,210.00	6,036.17
	<u>36,946.97</u>	<u>\$50,123.08</u>

A deferred levy of \$4,938.14 was required for hospital capital deficit in 1951, to be retired by equal levies in 1952, 1953 and 1954, included above.

<i>Controllable</i>		
Public Works, General and Scavenger .....	\$ 12,200.00	\$ 20,500.00
Protection of Persons and Property .....	9,250.00	9,950.00
Social Services .....	1,800.00	3,150.00
Miscellaneous .....	6,000.00	10,250.00
Administration .....	8,600.00	8,950.00
	<u>\$ 74,796.97</u>	<u>\$102,923.08</u>
Reserve for Abatement and Loss .....	2,243.91	3,087.70
	<u>\$ 77,040.88</u>	<u>\$106,010.78</u>

<i>Tax Levy</i>		
Property .....	\$ 67,415.04	\$ 94,228.18
Business Tax .....	6,654.20	7,749.70
	<u>\$ 74,069.24</u>	<u>\$101,977.88</u>
Estimated other Revenue .....	2,971.64	4,032.90
	<u>\$ 77,040.88</u>	<u>\$106,010.78</u>

## *Fire Protection*

The fire brigade is organized on a volunteer basis and consists of eight men. Equipment includes one fire truck and pressure pump units fitted with a 700 gallon water tank, hose, ladders, chemical units, fog spray, etc. In addition, two or more trucks with tanks are available as auxiliaries to the fire truck, obtaining water from the Canadian National Railways standpipe and from the river.

## *Police Protection*

A detachment of the Royal Canadian Mounted Police has been stationed in Swan River since June 1, 1949. Only eight break-ins have been recorded in the three year period—three in 1949, one in 1950 and four in 1951. All were minor.

## *Building*

Building permits have been issued on the basis of cubic footage. The following table shows the estimated value of housing and other units for the four year period—1948 to 1951 inclusive.

	Housing Units		Other Units	
	No.	Value	No.	Value
1948.....	18	\$ 51,300	22	\$183,100
1949.....	28	102,350	22	137,050
1950.....	32	112,400	19	94,500
1951.....	40	180,400	19	196,690
 Totals.....	118	\$446,450	82	\$611,340
Average Value per Unit.....		\$ 3,780		\$ 7,460

The above valuations include a new hotel, cost \$120,000; seven business blocks, \$140,000; additions to businesses, \$75,000.

In addition to the foregoing, the following have recently been built: new United Church, \$30,000; 30-bed hospital, \$180,000; six-room school, \$75,000; joint municipal office building for the Town of Swan River and the Rural Municipality of Swan River with two sets of offices, council chamber, five-room suite, restrooms, three cell jail and an office for the police at a cost of \$55,000; three businesses at \$57,000; one new fifty-thousand bushel elevator and four annexes totalling ninety-four thousand bushels. A new post office costing \$175,000 is under construction.

## *By-Laws*

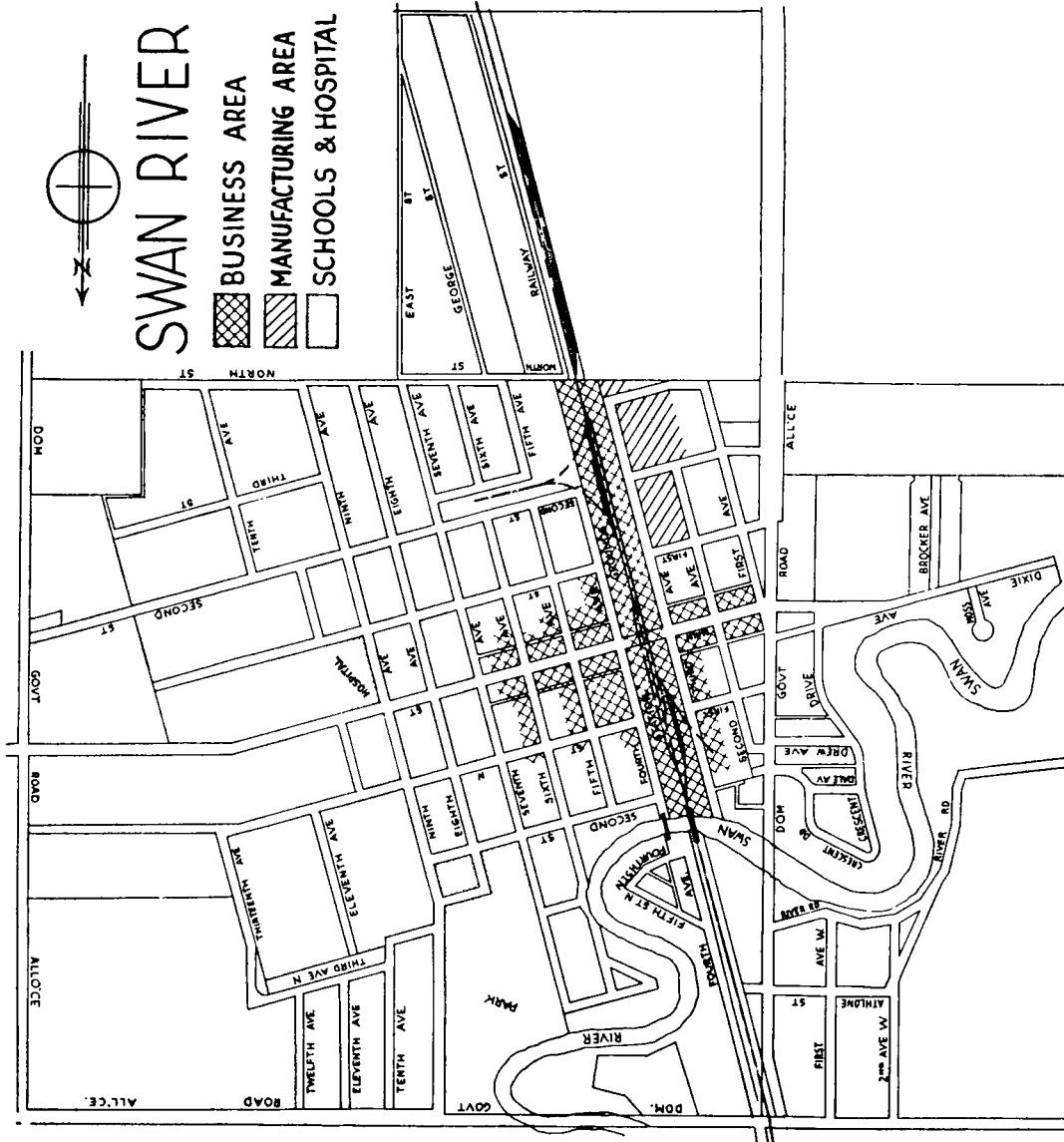
Local building ordinances provide that buildings are not to be less than 6,000 cubic feet capacity in the main part of town and 4,000 cubic feet in outlying sections. Fire walls of brick cement blocks or concrete, with a minimum thickness of eight inches, are required between buildings in the commercial zone. All buildings are to be on concrete foundations and to be of standard construction.

Nuisance and stream pollution by-laws provide that objectionable matter is not to be dumped in the river above the town. Scavenger by-laws provide for the collection and disposal of waste.

## SWAN RIVER



- BUSINESS AREA
- MANUFACTURING AREA
- SCHOOLS & HOSPITAL



### The town of Swan River, showing the industrial and business districts.

## *Further Enquiries*

For the sake of brevity, many details have been omitted from this publication. Any industrial organization or business firm requiring further information or special data pertaining to any or all of the foregoing topics may obtain these details from any of the three agencies listed below.

- The Mayor . . . . . Swan River, Manitoba.  
The Secretary, Swan River  
Chamber of Commerce . . . . . Swan River, Manitoba.  
The Department of Industry and Commerce,  
Legislative Building . . . . . Winnipeg, Manitoba.



# THE DEPARTMENT OF INDUSTRY AND COMMERCE IS *at your Service . . .*

*... regarding*

### ***Plant Location***

The Department will provide manufacturers interested in the possibility of locating in Manitoba with complete and accurate data on all factors related to the establishment of manufacturing operations in this area. Special confidential reports will be prepared at the request of potential manufacturers. These reports will contain detailed information on such factors as market data and analysis, labor supply and wage rates, availability and cost of power, taxation, transportation facilities, availability of sites and buildings and related industrial location data.

### ***Sub-contract or Manufacturing Under License Arrangements***

Contact with Manitoba manufacturers will be provided by The Department to firms from outside the province interested in having their products wholly or partially manufactured and assembled on a sub-contract or manufacturing license arrangement.

### ***Location of Agents and Distributors***

The Department will also assist manufacturers seeking sales representatives. Contracts with suitable agents or agencies can be arranged for firms seeking representation in this area.

**DEPARTMENT OF INDUSTRY AND COMMERCE**

***Province of Manitoba***

**LEGISLATIVE BUILDING**

**WINNIPEG, MANITOBA**



